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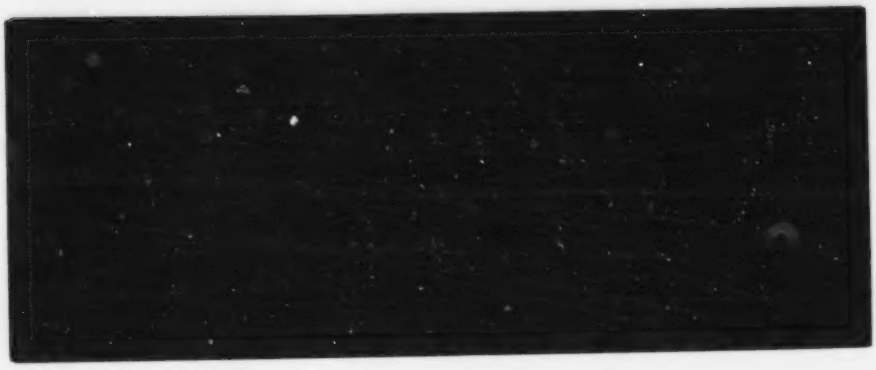
ADF

Saskatchewan
Agriculture
and Food



Keeping the agriculture and food industries competitive through Agriculture research

101-01488/

Final Report

F-90-FM-0009
89 000 510
Showcase Saskatchewan

Funded by
The Agriculture Development Fund

F-90-FM-0009

Showcase Saskatchewan

Project # F-90-FM-0009

Final Report

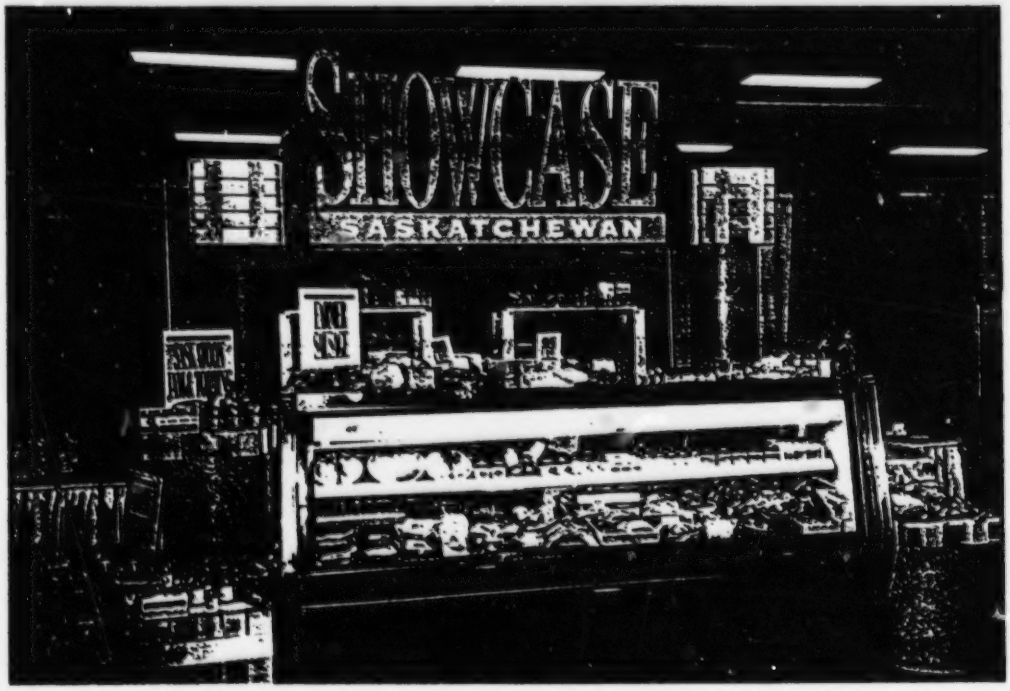
to

ADF

December 1990

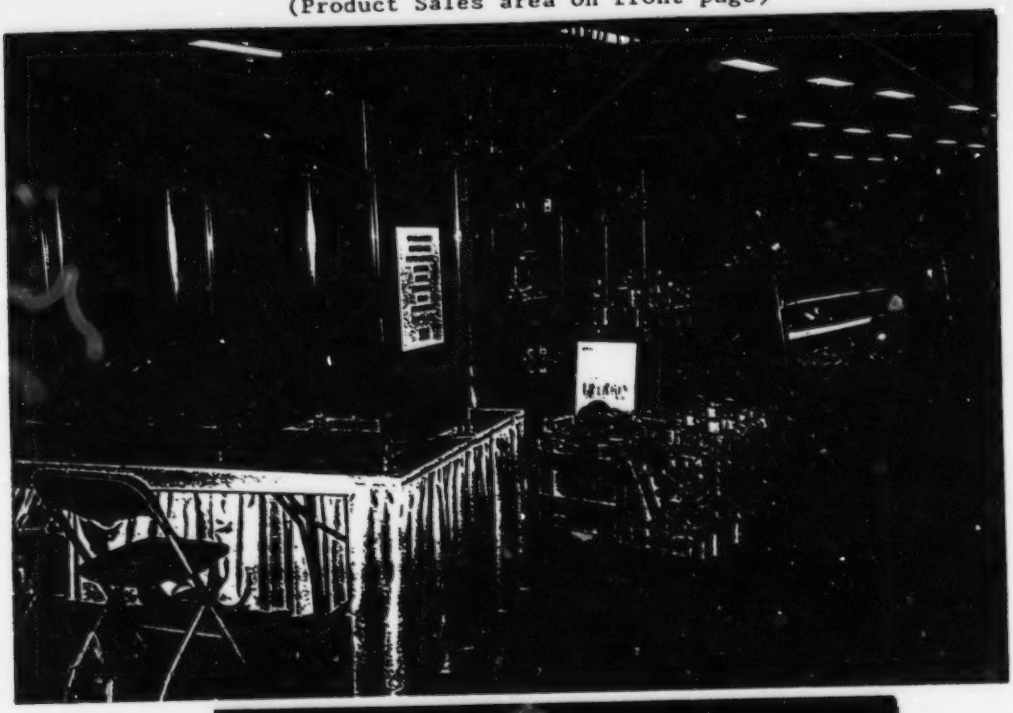
Food Focus Saskatoon, Inc.
1117 Broadway Avenue
Saskatoon, Saskatchewan
S7H 2A2
Telephone: (306) 652-2691
Fax: (306) 652-2691

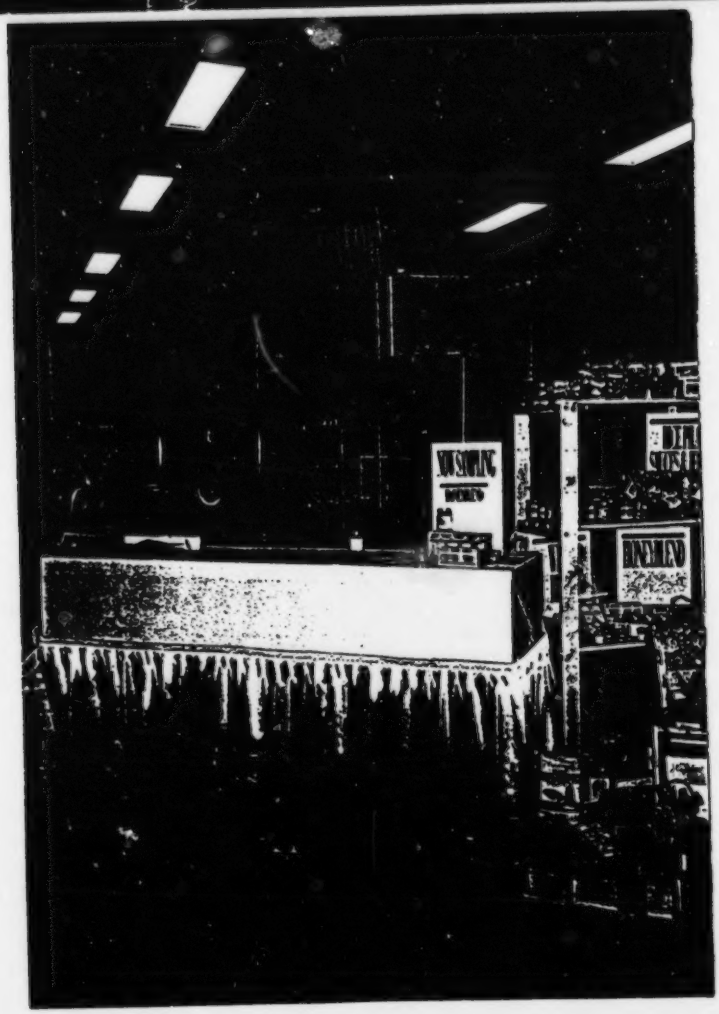
SHOWCASE SASKATCHEWAN



Sensory Evaluation and Product Sampling Areas

(Product Sales area on front page)





a) Executive Summary

i) Abstract

"Showcase Saskatchewan", a project of Food Focus Saskatoon, Inc. provided market research and development (sensory evaluation); increased awareness of new and existing Saskatchewan food products (product sampling); and visibility of participants (product sales) to the consuming public.

The project was geared to processors who required consumer feed back; low cost promotional opportunities and wider market exposure.

"Showcase Saskatchewan" was a trade exhibit in Western Lifestyles Showcase at Canadian Western Agribition November 24 - 30, 1990. The Lifestyles Showcase attracted 140,000 plus consumers from Canada and the world (500 plus International guests). Food Focus Saskatoon, Inc. Home Economists and technical staff represented participants and successfully executed the project.

a) Executive Summary

ii) Summary

"Showcase Saskatchewan", a project of Food Focus Saskatoon, Inc. provided market research and development; increased awareness of Saskatchewan food products and increased visibility of Saskatchewan's food processing industry to Western Canadian Agribition visitors from Canada and abroad.

Food Focus Saskatoon, Inc. coordinated the project for the following participants:

The Bonny Garden
Classic Promotions Inc.
Drake Meat Processors
Dutch Potato Farm
Gane Apiaries
Gramma Bep's Gourmet Foods
J & J Specialty Bakery
JLM Foods Ltd.
Riverbend Plantation
SIAP Marketing Co. Inc.
The Master's Food Products - A division of Taylor's Honey Farm Ltd.
Tortenhaus

"Showcase Saskatchewan" was funded by Saskatchewan Agriculture Fund (ADF); Canadian Agri-Food Development Initiative Program (CAFDI), Food Focus Saskatoon, Inc. and Showcase Saskatchewan participants.

"Showcase Saskatchewan" provided the opportunity for:

(A) <u>processors and cottage industry participants to:</u>

* gauge their product quality and competition
* determine retail costs based on consumer response
* meet consumer demand for locally produced, value added food products
* introduce new products
* consumer preference testing (market research)
* increase their visibility to the consuming public
* determine opportunities for new products based on requests

(B) Food Focus Saskatoon, Inc.

* to increase visibility of their services to Saskatchewan processors
* to provide expertise and low cost promotional/marketing activities for processors and cottage industry

(C) Funding Agencies

* to respond to the need for growing markets for value added food products
* to increase visibility of Saskatchewan food processors to national and international markets

b.) Technical Report

I. Abstract

Showcase Saskatchewan provided market development and research opportunities; increased awareness of food products to the consuming public, and increased visibility of Saskatchewan's food processing industry. The project was in the form of a trade exhibit in the Western Lifestyles Showcase at Canadian Western Agribition November 24 - 30, 1990. The exhibit (30 ' x 10 ') consisted of three components:

1.) consumer preference testing area
2.) product sampling area
3.) product sales area

Food Focus Saskatoon, Inc. professional and technical staff coordinated the program; developed the resource materials; conducted the sensory evaluation; staffed the exhibit; prepared the market research reports and represented participants for project duration.

II. Background and Objectives

Food Focus Saskatoon, Inc. had the experience, expertise, enthusiasm, and contacts within the agri-food industry to coordinate this program. It was felt the program would benefit food companies and cottage industries who currently do not have the financial or human resources to participate as individuals at a large trade show such as Agribition.

The project was to include consumer preference testing; product introduction, and product sales at Agribition.

Objectives:

i) to conduct market research for new products
ii) to showcase Saskatchewan food products to 140,000 plus consumers
iii) to identify and develop potential markets for Saskatchewan specialty food products
iv) to increase product sales (market product during Agribition)

III. Program Design and Delivery

i) Secure Funding

Food Focus Saskatoon, Inc. applied for financial assistance to CAFDI and ADF in January of 1990. Funding was secured June-July 1990.

ii) Secure Program Participants

Food Focus Saskatoon, Inc. developed the Showcase proposal and forwarded it to potential clients in July 1990, requesting response by August 15, 1990. (See Appendix A for contact list).

August - September 1990 Food Focus Saskatoon Inc. followed up by telephone or mail to secure participants, contacted others who may be interested.

September - November 1990 contracts were signed, company information completed, program details and responsibilities defined; display developed. Participants secured with written contracts (see Appendix B)

iii) Apply for space at Canadian Western Agribition - Food Focus Saskatoon, Inc. was allocated (30 ' x 10 ') display space (booths 751, 752, 753) 2nd floor of the Queensbury Centre, August 14, 1990

iv) September - November 1990 (Schedules for participants and staff were planned). Food Focus Saskatoon, Inc. met with clients to determine services required. Services required for each client were identified as follows:

- Bonny Garden - product sampling, product sales
- Classic Promotions Inc. - consumer preference testing, product sampling, product sales
- Drake Meat Processors - product sampling, product sales
- Dutch Potato Farm - consumer preference testing, product sampling
- Gane Apiaries - consumer preference testing, product sales
- Gramma Bep's Gourmet Foods - product sampling, product sales
- J & J Specialty Bakery - consumer preference testing, product sampling, product sales
- JLM Foods - product sampling, product sales
- Riverbend Plantation - product sampling, product sales
- SIAP Marketing Co. Inc. - consumer preference testing, product sampling, product sales

- Master's Foods - consumer preference testing
- Tortenhaus - product sampling, product sales

Consumer preference testing - products identified; evaluation procedures agreed upon and schedules developed. (See Appendix C)

Sensory evaluation was conducted in two (2) hour segments, 150 plus samples were collected for each product to ensure the return of 100 valid samples for analysis.

Product Sampling - products/recipes identified and agreed upon (See Appendix D). Product sampling was conducted hourly, to ensure the same number of sample hours per participant and to ensure products featured equally throughout the day.

Product sales - products identified, price, amounts required, delivery procedures agreed to (See Appendix E).

v) Display Development - Food Focus Saskatoon, Inc. contracted McKay, Goettler and Associates to assist with the development of display and resource materials (October - November 1990).

vi) Consumer survey development (See Appendix C).

vii) Show preparation, show, show followup (November - December 1990)

viii) Showcase Saskatchewan

- November 22, 23, - travel, set up display, receive product
- November 24 - November 30 - show times - 10:00 a.m. - 7:30 p.m. daily except November 25 - Noon to 7:30 p.m., November 30 - 10:00 a.m. to 6:00 p.m.
- November 30, December 1 - inventory, dismantle, products prepared for shipping, travel.

Display designed to showcase participants products. Thirty feet display space utilized. Consumer preference area on one end, product sales area in centre, and product sampling on the other end.

Display consisted of sensory evaluation booths; large cooler, crates, and wooden shelves to display products; sampling counter and signs.

Products were distributed throughout the display area to ensure maximum exposure for each participant.

Signage - Large "Showcase Saskatchewan" identification over "sales" area.

"Now Sampling" signs indicating company and product.

"Now Testing" signs indicating products being tested.

Participants sign identifying each participant.

Sponsors sign indicating ADF and CAFDI contributions.

Generic product signs indicating type of products available.

Project Promotion

- Press release to Saskatchewan newspapers
- Television interview (CKCK) with Judy Russell, Saskatchewan Foodtalk. Judy discussed "Showcase Saskatchewan" products, participants and locale - November 21, 1990.
- Products displayed in static displays for show duration in various areas of Agribition. Marilyn Sharp mentioned Showcase Saskatchewan in her radio, t.v., and press interviews.
- CBC Radio Canada - Lindy Thorsen (November 29, 1990). Margaret was interviewed with radio announcer doing a "taste test" on air of various products Showcase Saskatchewan had to offer.
- Participants were encouraged to spread the word.
- Resource Materials - "Showcase Saskatchewan" folder developed and distributed during Agribition. Folder included individual cards highlighting each participant and product available. Resource materials not distributed at the show were forwarded to the participants.
- Participants were allowed to distribute their own resource materials (one pamphlet) and/or business card while their product was featured in the product sampling area.
- December 1990 - compile, analyze consumer surveys, prepare final report. Present report to participants. ADF final report

IV. Personnel

Home Economists

Barbara Cox-Lloyd

- involved in securing clients
- Sensory evaluation development

JoAnne Benesh

- Proposal development
- Involved in securing clients

Margaret Kassem

- Show operation

Judy Sakundiak

- Client agreements;pre/post followup
- Show operation

Lillian McConnell

- Show staffing

Karen Webster

- Show staffing

Linda Braun

- Proposal development
- Administration
- Report preparation

Technical Staff

Janice Henriksen

- Bookkeeping/secretarial/show operation

Gerald Henriksen

- Show staffing/food preparation

Kalya Brunner

- Show staffing

V.) Results

i Showcase Saskatchewan successfully met its objectives.

ii Consumer's demand for locally produced, value added products and gifts were met.

iii Participant's products were introduced to domestic and international markets.

iv Excellent visibility for participants to the consuming public.

v Excellent promotion for participants for low cost.

vi Showcase Saskatchewan also met Agribition's objectives of introducing Saskatchewan companies and products to the world marketplace.

vii Product sales went well for a first time activity.

viii Marilyn Sharp - Director of Agribition felt Showcase Saskatchewan was excellent - very attractive display that certainly met their objectives and added to the Lifestyles Showcase.

ix Strong demand for native fruits/berries (ie. Saskatoon Berry jam, syrups, Chokecherry jellies/syrups) especially by International visitors.

x Products in single units or those priced under $10.00 moved well.

xi Purchasers looked for "Saskatchewan" to be visible on the label.

Problems Encountered

i Late delivery of agreements and private industry monies from some participants.

ii Product delivery exceeded agreed upon products and amounts from some participants necessitating change in inventory and selling procedures, storage problems encountered.

iii Late delivery of products to and from the show by some participants necessitated additional staffing thus increasing project costs.

iv Original staffing estimates low, thus extra staffing was required increasing project costs.

v Incorrect telephone number of one participant necessitated labour to change number. Our apologies to Gramma Bep's Gourmet Foods.

VI.) Conclusions/Recommendations

i The concept of bringing together Saskatchewan processors and showcasing Saskatchewan food products is excellent and may be worth pursuing again.

ii ADF definitely meets its mandate by providing financial resources as many participants would not be able to participate as individuals (average cost to participate at Agribition per exhibitor is $4,000.00 to $5,000.00). Economically effective use of ADF funds. More companies helped at lower cost per company.

iii Resource materials developed in folder format worked extremely well, as participants were able to utilize the left over materials in their own promotions. Participants have more involvement in resource material development.

iv To coordinate a project of this magnitude rules and responsibilities must be adhered to (ie. no new products introduced after agreement signed; acceptance of agreed upon products only; information, etc. to arrive as per deadlines). Staffing should reflect the number of companies and activities involved in the booth.

v Participants work the show (at least one shift) to understand and gain knowledge of the time, effort, commitment and work involved. Experience gained will assist them with their marketing/promotional plans.

vi Food Focus Saskatoon, Inc. would only consider a project of this nature again if it was profitable to the firm.

vii Majority of participants felt the project concept was excellent but project did not meet their expectations. Most based their comments on product sales figures. (See below for more details).

Gramma Bep's Gourmet Foods

Q. How did you feel about the concept?

A. Concept very good, gave a lot of exposure

Q. How did you like the display? Resource materials?

A. Display was well done, attractive.

Q. Did project meet its objectives?

A. Yes it did.

Q. Did project meet your expectations? Yes? Why? No? Why not?

A. Yes in terms of exposure but expected higher product sales

Q. Was entry fee acceptable? Did you get your monies worth?

Entry fee was fine. Hard to determine promotion value.

Q. Recommendations

Each participant should spend a day or two at the show to promote their products which may increase sales.

Q. Would you do it again?

A. Not sure, will assess in the new year

Drake Meat Processors

Q. How did you feel about the concept?

A. Concept was good. Very important to promote Saskatchewan products and was impressed with the idea of promoting Saskatchewan's Own.

Q. How did you like the display? Resource materials?

A. Display was well set up, looked good, stood out, alive and vibrant. It caught the eye.

Q. Did project meet its objectives?

A. Yes it did.

Q. Did project meet your expectations? Yes? Why? No? Why not?

A. Yes (ie. caught competitors eye).

Q. Was entry fee acceptable? Did you get your monies worth?

Entry fee was no problem. Very reasonable. Monies worth - yes.

Q. Recommendations

Did a good job all the way round. The cooler looked great.

Q. Would you do it again?

A. Yes.

Bonny Garden

Q. How did you feel about the concept?

A. The concept seemed to be a good one, hence our participation.

Q. How did you like the display? Resource materials?

A. The display and resource materials were well done and attractive and I compliment on that.

Q. Did project meet its objectives?

A. No answer.

Q. Did project meet your expectations? Yes? Why? No? Why not?

A. Definitely not! From all we had heard of sales at Agribition, we were extremely disappointed by our sales volume. I understand in talking to other participants that their sales were similarly dismal, so I do not feel that it was anything lacking in our product.

Q. Was entry fee acceptable? Did you get your monies worth?

As a result of the poor sales we did not find the entry fee acceptable, nor did we obviously feel that we got our monies worth.

I realize you all worked hard and must be disappointed with the poor sales. There is one point in your letter that I find totally unacceptable from a business point of view. Not only did you receive our registration fee well in advance, but now you also state that you do not intend to forward OUR money from the sale of OUR merchandise until you receive the balance of your funding from the government at some undisclosed date. Whatever arrangements you made for funding with the government is between you and them and you have no right to collect interest on the money owed to us, while we pay interest, and have no idea when we will see our money.

Q. Recommendations

No answer

Q. Would you do it again?

A. Obviously not!

Tortenhaus

Q. How did you feel about the concept?

A. Good.

Q. How did you like the display? Resource materials?

A. Didn't see.

Q. Did project meet its objectives?

A. Yes, good.

Q. Did project meet your expectations? Yes? Why? No? Why not?

A. No but perhaps they were a little too high.

Q. Was entry fee acceptable? Did you get your monies worth?
Entry fee a little high. More sales would have made it better. Did receive an order from Alberta as a direct result of Agribition.

Q. Recommendations

A. Food Focus Saskatoon, Inc. should absorb show loss especially the 6 boxes of chocolates. Mid January payment - sooner if possible.

Q. Would you do it again?

A. No - too much hassle driving product to Regina and picking it up, etc.

Classic Promotions Inc.

Q. How did you feel about the concept?

A. The idea of Showcasing Saskatchewan food products at Agribition is good.

Q. How did you like the display? Resource materials?

A. Display was alright - not sure about positioning products in refrigerated display case. Resource materials quite good.

Q. Did project meet its objectives?

A. Yes and no - to sample yes, research details yet to be received. Primarily there to familiarize people with our products and market research.

Q. Did project meet your expectations? Yes? Why? No? Why not?

A. Perhaps our expectations regarding sales were too high. Perhaps too many products were featured. This wasn't problem of Showcase but price variations of products between booths may have contributed to lower sales. Feel that shows of this nature should manage to cover costs unless it is just advertising. We should have had more information on where product was available because we wanted people to see the label and know where it could be purchased, again not showcase's problem.

Q. Was entry fee acceptable? Did you get your monies worth?
Thought it was high but appreciated the fact that some one else handled the show and we didn't have to be there.

Q. Recommendations

A. Make other arrangements for product delivery/pick up - not cost effective for us to deliver and pick up.

Q. Would you do it again?

A. Possibly

Riverbend Plantation

Q. How did you feel about the concept?

A. Okay

Q. How did you like the display? Resource materials?

A. Didn't see the display. Resource materials should have been written differently. List actual stores where product is available, should have stated the fact that we grow our own fruit.

Q. Did project meet its objectives?

A. No.

Q. Did project meet your expectations? Yes? Why? No? Why not?

A. No - expected higher sales - perhaps too many products. Perhaps more aggressive selling could have improved sales.

Q. Was entry fee acceptable? Did you get your monies worth?
Entry fee high for volumes of product sold. Maybe better to have our own booth where you can have higher exposure, more aggressive marketing and less government involvement.

Q. Recommendations

A. None

Q. Would you do it again?

A. No decision at this time.

At time of report preparation remaining participants had not yet responded to evaluations.

Appendix A
Showcase Saskatchewan
Initial Proposals

Baba's Home Style Perogies
1105 B Central Avenue
Saskatoon, Saskatchewan
S7N 2K8
Attn: Alice Joyal
Myron Slywchuk
Telephone: 933-4280

Belgian Gold Chocolates
1714 Boyd Street East
Regina, Saskatchewan
S4V 1S5
Attn: Brian Leibel
Telephone: 789-8052

Carlson Fish products
Box 35
LaRonge, Saskatchewan
S0J 1L0
Attn: Albert Carlson
Telephone: 425-3280

Central Sausage & Meats Ltd.
25 - 13th Street East
Prince Albert, Saskatchewan
S6V 1C7
Attn: Willi Baessler
Telephone: 763-2195

Classic Promotions Incorporated
Box 8205
Saskatoon, Saskatchewan
S7K 6C5
Attn: John Polson
Telephone: 873-4812

Dazzle Products Ltd.
832 - 47th Street East
Saskatoon, Saskatchewan
S7K 0X4
Attn: Tom Madden
Telephone: 931-7111

Deitrougers Meats Ltd.
7215 Spooner Drive
Avonlea, Saskatchewan
S4X 4H5
Attn: Doug Reiter
Telephone: 775-1067

Delsa Food processors Inc.
Box 489
Delisle, Saskatchewan
SOL 0P0
Attn: Brad Haack
Telephone: 493-2400

Drake Meat Processors
Box 29
Drake, Saskatchewan
SOK 1H0
Attn: Kelly Ediger
Telephone: 363-2117

Dutch Potato Farm
Box 1092
Outlook, Saskatchewan
SOL 2N0
Attn: Elly Konst
Telephone: 867-8939

Gane Apiaries Ltd.
Box 248
Nipawin, Saskatchewan
S0E 1E0
Attn: Richard Gane
Telephone: 862-3011

Genii Gift Baskets
Box 174
Dundurn, Saskatchewan
SOK 1K0
Attn: Geraldine Griffin
Telephone: 492-4918

Gramma Bep's Posies & Pastries
164 - 1st Avenue N.E.
Swift Current, Saskatchewan
S9H 2B2
Attn: Bep Hamer
Telephone: 773-7224

Harden & Huyse Belgian Chocolates
718 - 2nd Avenue North
Saskatoon, Saskatchewan
S7K 2E1
Attn: John Hardenne
Telephone: 652-6663

Harvest Pie Company Ltd.
Box 191
Pangman, Saskatchewan
S0C 2C0
Attn: Candice Sotropa
Telephone: 459-2778

Healthy Harvest Food & Craft Co op
Box 1856
Tisdale, Saskatchewan
S0E 1T0
Attn: Janis Reese
Telephone: 873-4685

J's Super Snacks
116 - 103rd Street
Saskatoon, Saskatchewan
S7N 1Y7
Attn: Julien Haudegand
Telephone: 955-4659

Juneilent
Box 155
Eatonia, Saskatchewan
S0L 0Y0
Attn: Neil Specht
Telephone: 967-2540

Kanata Wild Rice Corporation
Box 634
Prince Albert, Saskatchewan
S6V 5S2
Attn: Dale Strom
Telephone: 764-6163

Kathy's Homestyle Products
Box 279
Waldheim, Saskatchewan
S0K 4R0
Attn: Gerald Fehr
Telephone: 945-2181

Kindersley Packers
Box 1405
Kindersley, Saskatchewan
S0L 1S0
Attn: Arnold Wiebe
Telephone: 463-3666

Kissel Cabbage Corporation
Box 76
Craven, Saskatchewan
S0G 0W0
Attn: Dennis Hansen
Telephone: 731-3685

Kram Foods
909 Avenue H South
Saskatoon, Saskatchewan
S7M 1X4
Attn: Nancy Kram
Telephone: 653-1243

Lizee's Meats
Box 1174
Swift Current, Saskatchewan
S9H 3X3
Attn: Lavern Lizee
Telephone: 778-2382

Lorna's Homemade Fruit Leather
Box 115
McMahon, Saskatchewan
S0N 1M0
Attn: Lorna Andres
Telephone: 773-9196

Mark Wings Noodle Manufacturing
221 Avenue D South
Saskatoon, Saskatchewan
S7M 1P8
Attn: Kent Mark
Telephone: 652-7936

Master Foods
Box 2076
Nipawin, Saskatchewan
S0E 1E0
Attn: Tom Taylor
Telephone: 862-5454

Meadowlark Products Ltd.
Box 66

Cadillac, Saskatchewan
S0N 0K0
Attn: Brenda Lacelle
Telephone: 785-4730

Nature Berry Inc.
Box 543
La Ronge, Saskatchewan
S0J 1L0
Attn: Gert Keller
Telephone: 425-3005

Nature Grains 5 Ltd.
Box 7
Consul, Saskatchewan
S0N 0P0
Attn: Colin Pierce
Telephone: 299-4893

North Saskatchewan Wild Foods
Box 2371
Prince Albert, Saskatchewan
S6V 6Z1
Telephone: 953-2770

Northern Lights Wild Rice Inc.
Box 480
La Ronge, Saskatchewan
S0J 1L0
Attn: Harry Cook
Telephone: 425-2183

Northern Lights Wild Rice Inc.
#3 - 1935 Ontario Avenue
Saskatoon, Saskatchewan
S7K 1T5
Attn: Ed Kidd
Telephone: 931-3059

Pat's Kitchen
Box 95
Harris, Saskatchewan
S0L 1K0
Attn: Pat Trask
Telephone: 656-4722

Prairie Rabbit Producers Coop
Box 2110
Swift Current, Saskatchewan
S9H 4V1
Attn: Walter Nisbet
Telephone: 773-1028

Riese's Canadian Lake Wild Rice
Box 899
La Ronge, Saskatchewan
S0J 1L0
Attn: Lynn Riese
Telephone: 425-2314

Riverbend Plantation
R.R. #3
Saskatoon, Saskatchewan
S7K 3J6
Attn: Eldon Neufeld
Telephone: 382-7036

Sham's Noodle Inc.
1634 Alberta Avenue
Saskatoon, Saskatchewan
S7K 1R6
Attn: Tim Sham
Telephone:653-4647

The Arctic Fish Company Ltd.
Box 250
Waldheim, Saskatchewan
S0K 4R0
Attn: John Derksen
Telephone: 945-2200

The Bonny Garden
Box 458
Wynyard, Saskatchewan
S0A 4T0
Attn: Maitland McNeil
Telephone: 554-3346

The Fish Store
Box 813
La Ronge, Saskatchewan
S0J 1L0
Attn: Doug Horner
Telephone: 425-2585

The Martini Brothers Fresh Pasta Company Inc.
3974 Albert Street
Regina, Saskatchewan
S4S 3R1
Attn: Bill Martin
Telephone: 584-9002

Tranquility Research Inc.
1201 Kilburn Avenue

Saskatoon, Saskatchewan
S7M 0J6
Attn: Gerry Franson
Telephone: 978-1399

Hill Valley Farm
Box 186
Lloydminster, Saskatchewan
S9V 0Y1
Attn: Peg Baynton
Telephone: 825-3348

Mari-Maid Kitchen
Box 658
Hague, Saskatchewan
S0K 1X0
Attn: Chester Steiner
Telephone: 225-4518

J.L.M. Foods
Box 723
Saskatoon, Saskatchewan
S7K 3L7
Attn: Ken Dillen
Telephone: 244-7682

Canadian Elk & Bison Trading Co. Ltd.
Box 159
Outlook, Saskatchewan
S0L 2N0
Attn: Wade Hainstock
Telephone: 867-9229

Cypress Hills Cheese
Box 894
Swift Current, Saskatchewan
S9H 3W7
Attn: John Laviolette
Telephone: 773-5500

Archer Foods Ltd.
Box 6073
Saskatoon, Saskatchewan
S7K 4E5
Attn: Roger Frattinger
Telephone: 244-4440

Rail City Industries Inc.
Box 2318
Melville, Saskatchewan
S0A 2P0

Attn: Allan Turberfield
Telephone: 728-4363

Sid's Sunflower Seeds (1974) Ltd.
1445 Toronto Street
Regina, Saskatchewan
S4R 1N1
Attn: I. Steen
Telephone: 525-2536

Sage Hill Country Foods
Box 99
Prudhomme, Saskatchewan
S0K 3K0
Attn: Doreen
Telephone:

Buffalo Meadows
Box 564
Langham, Saskatchewan
S0K 2L0
Attn: Ken Kosahoff
Telephone: 254-4282

Durand Fritz
Saskatchewan Steak Sauce
42 Litzenburger Crescent
Regina, Saskatchewan
S4R 6G8
Telephone: 949-9675

Pheasant Lane
Box 203
Battleford, Saskatchewan
S0M 0E0
Attn: Elaine Lane
Telephone: 937-3950

Saskatchewan Turkey Marketing Board
2nd Floor
502 - 45th Street West
Saskatoon, Saskatchewan
S7L 6H2
Attn: Brad Pryle

Plains Poultry
1701 - 16th Street West
Saskatoon, Saskatchewan
S7M 5J5
Attn: Ralph Effler

Hero Brothers
P.O. Box 160
Hammond, Ontario
K0A 2A0
Attn: Derryl Gustus

Harvest Meats Co. Ltd.
Box 68
Yorkton, Saskatchewan
S3N 2V6
Attn: Ken Propp

Martini Brothers Fres Pasta Co. Inc.
1118 Devonshire Drive North
Regina, Saskatchewan
S4X 3P2
Attn: Bill Martin

Intercon
Box 850
Saskatoon, Saskatchewan
S7K 3V4
Attn: Mike Hallatt

Freshwater Fish
Box 416
LaRonge, Saskatchewan
S0J 1L0
Attn: David Jansen

CSP Foods
Attn: Wally Hand

J & J Specialty Bakery
229 College Avenue
Regina, Saskatchewan
S4N 0V7
Attn: Mr. Joseph Oddo

Fuhrmann Meats (1978) Ltd.
Box 81
Regina, Saskatchewan
S4P 2Z5
Attn: Paul Richardson, General Manager

Saskatoon Fresh Pack Potatoes Ltd.
1701 - 16th Street West
Saskatoon, Saskatchewan
S7M 5J5
Attn: Alesa Verrault
Telephone: 652-9755

SIAP Marketing Co In.
Box 3003
Prince Albert, Saskatchewan
S0G 6G1
Attn: John Hemstad, General Manager
Telephone: 953-2770

Dairy Producers Co-operative
Box 560
Regina, Saskatchewan
S4P 3A5
Attn: John Nykolaishen

Chef Redi Meats Inc.
#11 501 - 45th Street West
Saskatoon, Saskatchewan
S7L 5Z9
Attn: Don Carruthers
Telephone: 665-3266

Gainer's Inc.
Box 37
North Battleford, Saskatchewan
S9A 2X5
Telephone: 446-2550
Attn: Stan Sjoerdsma, Manager

The Torten Haus Fine European Pasteries Inc.
1301 - 8th Street East
Saskatoon, Saskatchewan
S7H 0S7
Attn: Rosemarie Venn
Telephone: 956-3110

Island Lake Bakery Ltd.
Box 600
LaRonge, Saskatchewan
S0J 1L0
Attn: Mr. Francis

Canada Packers Inc.
Box 190
Moose Jaw, Saskatchewan
S6H 4N8
Attn: Doug Miller, Manager

Delmas Industries Ltd.
General Delivery
Delmas, Saskatchewan
S0M 0P0
Attn: Mike Lacoursiere
Telephone: 445-5313

Super grow
131 Gustin Crescent
Saskatoon, Saskatchewan
S7K 6H7
Attn: Ray Landreau
Telephone: 975-3955

P & V Borscht
Box 1627
Kamsack, Saskatchewan
Telephone: 542-3755

Appendix B

Showcase Saskatchewan Participants

The Bonny Garden
Box 458
Wynyard, Saskatchewan
S0A 4T0
Bonny McNeil
(306) 554-3346

Classic Promotions Inc.
Box 8205
Saskatoon, Saskatchewan
S7K 6C5
Alverta Polson
(306) 652-7708

Drake Meat Processors
Box 29
Drake, Saskatchewan
S0K 1H0
David White or Kelly Ediger
(306) 363-2117

Dutch Potato Farm
Box 1092
Outlook, Saskatchewan
S0L 2N0
Elly and John Konst
(306) 867-8939

Gane Apiaries
Box 248
Nipawin, Saskatchewan
S0E 1E0
Linda Gane
(306) 862-3011

Gramma Bep's Gourmet Foods
164 - 1st Avenue N.E.
Swift Current, Saskatchewan
S9H 2B2
Bep Hamer
(306) 773-7251

J & J Specialty Bakery
2740 Montague Street
Regina, Saskatchewan
S4S 0J9
Joseph Oddo
(306) 584-5272

JLM Foods Ltd.
Box 723
Saskatoon, Saskatchewan
S7K 3L7
Ken Dillen or Carmen Klatt
(306) 244-7682

Riverbend Plantation
R.R. 3
Saskatoon, Saskatchewan
S7K 3J6
Eldon or Delphine Neufeld
(306) 978-0005

SIAP Marketing Co. Inc.
Box 3003
Prince Albert, Saskatchewan
S6V 6G1
John Hemstad
(306) 953-2770

The Master's Food Products
A divsion of Taylor's Honey
Farm Ltd.
Box 2076
Nipawin, Saskatchewan
S0E 1E0
Tom Taylor
(306) 862-5454

Tortenhaus
1301 - 8th Street East
Saskatoon, Saskatchewan
S7H 0S7
Rosemarie Venne
(306) 956-3110

Showcase Saskatchewan 1990

Agreement between:

Food Focus Saskatoon, Inc.
1117 Broadway Avenue
Saskatoon, Saskatchewan
S7H 2A2

AND

A. Overview

Showcase Saskatchewan is an initiative of Food Focus Saskatoon, Inc. with financial assistance from CAFDI and ADF. The purpose of the program is to provide market development and consumer research opportunities, for Saskatchewan's food industry.

The project will result in a display at Canadian Western Agribition in the Western Lifestyles Showcase November 24 - 30, 1990. The display will consist of a consumer sensory evaluation area to test new products; a promotional area with sampling and display of products; and a sales area, to sell participants' product.

The participants may choose to take part in one, or all areas of the display, depending on their needs.

B. Program Delivery

Sensory Evaluation

Upon consultation with interested participants, Food Focus Saskatoon, Inc. will develop a sensory evaluation program to suit the participant. Simple preference or product evaluation tests are best suited to this type of environment. Consumers will be invited to take part in tests at set times throughout the show.

Sampling/Display

Food Focus Saskatoon, Inc. will undertake sampling and display of product for each participant. The proposed display background will include a composite photograph of the participants' products. Each participants' product will be featured at set times throughout the show. A sampling schedule will be developed, dependant on the number of products to be sampled.

Sales

In addition to promotion of product, the display will include a sales area where participants' products will be sold to show patrons. A 10% commission will be charged on product sold in this area.

Resource Materials

Food Focus Saskatoon, Inc. will develop the resource materials that will be distributed to show patrons from the Showcase booth. Each participant will be responsible for providing information to be printed on their individual sheet, such as recipes or promotional information. This information must be in to the Food Focus Saskatoon, Inc. office by October 1, 1990 to allow for printing time. (See attached form).

The sheets for individual participants will be distributed in a Showcase folder.

Promotion

Food Focus Saskatoon, Inc. is responsible for promotion of this display. A press release will be developed and distributed to selected media prior to Agribition. Prior to, during and following Agribition, media interviews will be sought.

Final Reports

A final report will be distributed to all participants, in addition to CAFDI and ADF.

Along with the final report, a confidential report will be supplied to participants in the sensory evaluation area, with the results of the consumer testing.

C. Responsibilities

Food Focus Saskatoon, Inc.

- Design exhibit
- Develop resource materials
- Staff display
- Develop consumer questionnaire upon consultation with client
- Inventory, bookkeeping and final reports.

Participant

- Payment of entry fee ($600.00)
- Provide information and product for resource material and exhibit development.
- Provide product for resource material development, sampling and sales at the show - delivered to exhibit and removed at the end of the show

or product will be returned to you C.O.D.

D. Conditions

Upon securing funding, Food Focus Saskatoon, Inc. shall carry out the aforementioned project.

Please sign the attached Authorization to Proceed and forward with cheque to:
Food Focus Saskatoon, Inc.
1117 Broadway Avenue
Saskatoon, Saskatchewan
S7H 2A2

AUTHORIZATION TO PROCEED

Food Focus Saskatoon, Inc. is hereby authorized to proceed in accordance with the terms and conditions as outlined in the attached agreement.

Receipt of payment will be as follows:

October 19, 1990 $500.00

For: _____

Signature: _____

Date: _____

For: Food Focus Saskatoon, Inc.

Signature: _____

Date: _____

Participant Information

Company Name: _____

Address: _____

_____

Principal Contact: _____

Information about Company:
(How you started, when)

_____

_____

_____

_____

Products:

_____

_____

Information About Products:
(Best because....)

_____

_____

_____

_____

Recipe using Product (if applicable):

Appendix C

Consumer Preference Testing

Participants/Products/Sensory Evaluation forms utilized/Schedule

i) Classic Promotions Inc. - Raspberry Honeyblend vs Raspberry Jam

ii) Dutch Potato Farm - Bintje potato vs Norland Red

iii) Gane Apiaries - Sweet and Beet Pickles made with honey

iv) J & J Specialty Bakery - Chocolate Chip Cookies and Jelly Roll

v) SIAP Marketing Co. Inc. - Instant vs Regular Wild Rice
- Wild Rice Noodles 100% vs 15% Wild Rice content

vi) The Master's Food Product - Flavoured Honey Straws

FRUIT SPREAD TASTE PANEL

Age:(please check)
under 18 _____
18 to 30 _____
31 to 45 _____
over 45 _____

Sex: (please check)
Male _____
Female _____

On the tray in front of you, you will find 2 (two) samples of sweet spreads on crackers. Please test these in the order they appear on the tray from left to right. For each sample, there is a line indicating that you extremely dislike or you extremely like the sample. Your impression of each sample will fall somewhere on the line. Write the number of the sample in the space indicated and place an X on the line, where your impression of that sample fits. Please take a sip of water between tasting samples. There is no right or wrong answer for this test, we are testing the spreads, not you.

Sample # _____

Sample # _____

Which sample did you prefer? #_____

Comments:

Thank you for participating in our taste panel.

Food Focus Saskatoon, Inc.

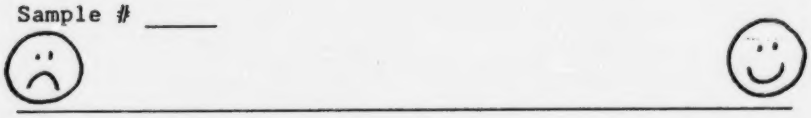
POTATO TASTE PANEL

Age:(please check)
under 18 _____
18 to 30 _____
31 to 45 _____
over 45 _____

Sex: (please check)
Male _____
Female _____

On the tray in front of you, you will find 2 (two) samples of potatoes. Please test these in the order they appear on the tray from left to right. For each sample, there is a line indicating that you extremely dislike or you extremely like the sample. Your impression of each sample will fall somewhere on the line. Write the number of the sample in the space indicated and place an X on the line, where your impression of that sample fits. Please take a sip of water between tasting samples. There is no right or wrong answer for this test, we are testing the potatoes, not you.

Sample # _____



Sample # _____

Which sample did you prefer? #_____

Comments:

Thank you for participating in our taste panel.

Food Focus Saskatoon, Inc.

SWEET PICKLE TASTE PANEL

Age: (please check)

Under 18 _____
18 to 30 _____
31 to 45 _____
over 45 _____

Sex: (please check)

Male _____
Female _____

On the tray in front of you, you will find a sweet pickle. Please taste the pickle. Place an X in front of the statement that best describes your feelings about this product. There is no right or wrong answer to this test, we are testing the pickle, not you.

_____ I would eat this every opportunity I had.

_____ I would eat this often.

_____ I would eat this frequently.

_____ I like this and would eat it occasionally.

_____ I would eat this if available, but would not go out of my way.

_____ I don't like this, but would eat it every now and then.

_____ I would hardly ever eat this.

_____ I would eat this only if forced.

_____ I would never eat this.

Comments:

Thank you for participating in our taste panel.

Food Focus Saskatoon, Inc.

BEET PICKLE TASTE PANEL

Age: (please check)

Under 18 _____
18 to 30 _____
31 to 45 _____
over 45 _____

Sex: (please check)

Male _____
Female _____

On the tray in front of you, you will find a sweet pickle. Please taste the pickle. Place an X in front of the statement that best describes your feelings about this product. There is no right or wrong answer to this test, we are testing the pickle, not you.

_____ I would eat this every opportunity I had.

_____ I would eat this often.

_____ I would eat this frequently.

_____ I like this and would eat it occasionally.

_____ I would eat this if available, but would not go out of my way.

_____ I don't like this, but would eat it every now and then.

_____ I would hardly ever eat this.

_____ I would eat this only if forced.

_____ I would never eat this.

Comments:

Thank you for participating in our taste panel.

Food Focus Saskatoon, Inc.

COOKIE TASTE PANEL

Age:(please check)
under 18 _____
18 to 30 _____
31 to 45 _____
over 45 _____

Sex: (please check)
Male _____
Female _____

On the tray in front of you, you will find a chocolate chip cookie. Please taste the cookie. Place an X in front of the statement that best describes your feelings about this product. There is no right or wrong answer to this test, we are testing the cookie, not you.

____ I would eat this every opportunity I had.

____ I would eat this often.

____ I would eat this frequently.

____ I like this and would eat it occasionally.

____ I would eat this if available, but would not go out of my way.

____ I don't like this, but would eat it every now and then.

____ I would hardly ever eat this.

____ I would eat this only if forced.

____ I would never eat this.

Comments:

Thank you for participating in our taste panel.

Food Focus Saskatoon, Inc.

JELLY ROLL TASTE PANEL

Age:(please check)
under 18 _____
18 to 30 _____
31 to 45 _____
over 45 _____

Sex: (please check)
Male _____
Female _____

On the tray in front of you, you will find a sample of jelly roll. Please taste the sample. Place an X in front of the statement that best describes your feelings about this product. There is no right or wrong answer to this test, we are testing the jelly roll, not you.

____ I would eat this every opportunity I had.

____ I would eat this often.

____ I would eat this frequently.

____ I like this and would eat it occasionally.

____ I would eat this if available, but would not go out of my way.

____ I don't like this, but would eat it every now and then.

____ I would hardly ever eat this.

____ I would eat this only if forced.

____ I would never eat this.

Comments:

Thank you for participating in our taste panel.

Food Focus Saskatoon, Inc.

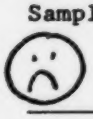
WILD RICE NOODLE TASTE PANEL

Age:(please check)
under 18 _____
18 to 30 _____
31 to 45 _____
over 45 _____

Sex: (please check)
Male _____
Female _____

On the tray in front of you, you will find 2 (two) samples of wild rice noodles. Please test these in the order they appear on the tray from left to right. For each sample, there is a line indicating that you extremely dislike or you extremely like the sample. Your impression of each sample will fall somewhere on the line. Write the number of the sample in the space indicated and place an X on the line, where your impression of that sample fits. Please take a sip of water between tasting samples. There is no right or wrong answer for this test, we are testing the noodles, not you.

Sample # _____



Sample # _____

Which sample did you prefer? #_____

Comments:

Thank you for participating in our taste panel.

Food Focus Saskatoon, Inc.

WILD RICE TASTE PANEL

Age:(please check)
under 18 _____
18 to 30 _____
31 to 45 _____
over 45 _____

Sex: (please check)
Male _____
Female _____

On the tray in front of you, you will three samples of wild rice. Please taste these in the order they appear on this sheet. Two of these samples are identical, the third is different. Please identify the different sample in the space below.

Code:	Check the different sample
986	_____
499	_____
657	_____

The degree of difference between the duplicate and the different sample is:

Slight _____
Moderate _____
Much _____
Extreme _____

I prefer the:

Different sample _____
Duplicate sample _____

Comments:

Thank you for participating in our taste panel.

Food Focus Saskatoon, Inc.

WILD RICE TASTE PANEL

Age:(please check)

under 18 _____
18 to 30 _____
31 to 45 _____
over 45 _____

Sex: (please check)

Male _____
Female _____

On the tray in front of you, you will three samples of wild rice. Please taste these in the order they appear on this sheet. Two of these samples are identical, the third is different. Please identify the different sample in the space below.

Code:	Check the different sample
253	_____
657	_____
499	_____

The degree of difference between the duplicate and the different sample is:

Slight _____
Moderate _____
Much _____
Extreme _____

I prefer the:

Different sample _____
Duplicate sample _____

Comments:

Thank you for participating in our taste panel.

Food Focus Saskatoon, Inc.

WILD RICE TASTE PANEL

Age:(please check)
under 18 _____
18 to 30 _____
31 to 45 _____
over 45 _____

Sex: (please check)
Male _____
Female _____

On the tray in front of you, you will three samples of wild rice. Please taste these in the order they appear on this sheet. Two of these samples are identical, the third is different. Please identify the different sample in the space below.

Code:	Check the different sample
986	_____
253	_____
499	_____

The degree of difference between the duplicate and the different sample is:

Slight _____
Moderate _____
Much _____
Extreme _____

I prefer the:

Different sample _____
Duplicate sample _____

Comments:

Thank you for participating in our taste panel.

Food Focus Saskatoon, Inc.

SNACK STICK TASTE PANEL

Age:(please check)
under 18 _____
18 to 30 _____
31 to 45 _____
over 45 _____

Sex: (please check)
Male _____
Female _____

On the tray in front of you, you will find a snack stick. To open, squeeze one end and taste the filling. Place an X in front of the statement that best describes your feelings about this product. There is no right or wrong answer to this test, we are testing the product, not you.

____ I would eat this every opportunity I had.

____ I would eat this often.

____ I would eat this frequently.

____ I like this and would eat it occasionally.

____ I would eat this if available, but would not go out of my way.

____ I don't like this, but would eat it every now and then.

____ I would hardly ever eat this.

____ I would eat this only if forced.

____ I would never eat this.

Comments:

Thank you for participating in our taste panel.

Food Focus Saskatoon, Inc.

CWA - Showcase Saskatchewan

SENSORY EVALUATION

Time	Saturday Nov 24	Sunday Nov 25	Monday Nov 26	Tuesday Nov 27	Wednesday Nov 28	Thursday Nov 29	Friday Nov 30
10:30 to 12:30	Dutch Potato Farm Boiled Potato		SIAP Marketing Wild Rice Noodles	Master Foods Snack Stick	Gane Apiaries Sweet Pickles		
1:00 to 3:00	Gane Apiaries Beet Pickles	SIAP Instantized Wild Rice	J & J Bakery Jelly Roll	Classic Promotion Honeyblend	SIAP Marketing Wild Rice Noodles		
3:30 to 5:30	Master Foods Snack Stick	J & J Bakery Chocolate Chip Cookies	Dutch Potato Farm Boiled Potato	SIAP Marketing Instantized Wild Rice	J & J Bakery Jelly Roll		
5:30 to 7:30	Classic Prom Honeyblend	Gane Apiaries Sweet Pickles	Gane Apiaries Beet Pickle	J & J Bakery Chocolate Cookies			

Note:

I have allowed free spaces to ensure that we get all samples required (would like 200 samples on each product). The flexible schedule will allow staff to schedule products that require more time.

Appendix D

Product Sampling

Participants/Products and/or Recipe/Sampling Schedule

Bonny Garden

Herbed Butter Popcorn (Herb used was Lemon Thyme)

Rub 1 tbsp of herb in palm and mash into 1/4 cup butter or margarine. Chill for 1 to 2 hours. Spread on veggies, pasta, perogies and bread, or melt and pour over hot popcorn.

Classic Promotions Inc.

Various flavours of honeyblend were served on plain soda crackers.

Drake Meat Processors

Farmers Sausage (regular and garlic), smokies and cheese filled smokies were sampled.

Dutch Potato Farm

Potato Dill Soup was sampled.

2	cups	water
3/4	cups	sliced carrots
1/2	cup	diced onions
4		bay leaves
12		black peppercorns
2	teaspoons	salt
2	tablespoons	chopped dill
2	cups	diced Bintje potatoes
2	tablespoons	butter
2	cups	cream milk

Bring water to boil. Add carrots, onion, bay leaves, peppercorns, salt and dill. Bring back to boil over low heat and simmer 5 minutes. Add potatoes, simmer until tender. Add butter and cream. Heat thoroughly, but do not boil. Serve hot.

6 servings.

Gramma Bep's Gourmet Foods

Cranapple Jelly served on plain soda crackers.
Rice Pilaf

Rice Pilaf

Combine 1 pkg pilaf mix with 4 cups water and 2 tablespoons butter. Bring to a boil, cover and simmer for 50 minutes or bake at 350 F for 1 hour. Add fresh veggies for the last 25 minutes of cooking for a nutritious one-pot meal.

J & J Specialty Bakery

Sampled gluten free Chocolate Chip Cookies.

JLM Foods

Sampled Cranberry squares made with bannock mix.

Cranberry Squares

2	cups	JLM Bannock Mix
1	tsp	almond flavouring
1/2	cup	sugar
1/2	cup	water

Mix together and pat into a non stick or lightly greased 9 x 13 pan.

Spread with 1 (14 oz) can of whole cranbery sauce and top with 1 cup of granola.

Bake at 350 F for 25 minutes.

Riverbend Plantation

Served Saskatoon berry Jan on plain soda crackers.
Served Saskatoon berry Topping in portion cups.

SIAP Marketing Co. Inc.

Served Chef's Favorite Wild Rice Side Dish

Chef's Favorite Wild Rice Side Dish

Combine 170 mL wild rice with 1000 mL water and 3 to 4 chicken bouillon cubes. Cook. In a separate pan, melt 125 mL butter or margarine, saute 125 mL chopped onions, 125 mL sliced celery and 250 mL fresh sliced mushrooms. Combine all

CWA - Showcase Saskatchewan

PRODUCT SAMPLING SCHEDULE

Time	Saturday Nov 24	Sunday Nov 25	Monday Nov 26
10 - 11	Tortenhaus Christmas Cake		JLM Foods Bannock
11 - 12	Drake Meats Farmer Sausage		Tortenhau Christma
12 - 1	Bonny Garden Herb Popcorn	Classic Promotions Honeyblend	Drake Mea Farmer Sau
1 - 2	Dutch Potato Farm Potato Dill Soup	Gramma Bep Pilaf	Bonny Gar Herb Popc
2 - 3	Classic Promotions Honeyblend	Riverbend Stoon Jam/Spread	Dutch Pot Potato I Soup
3 - 4	Gramma Bep Cranapple Jelly	SIAP Marketing Wild Rice	Classic P Honeyble
4 - 5	SIAP Marketing Wild Rice	Tortenhaus Christmas Cake	Gramma Be Cranapple J
5 - 6	J & J Bakery Chocolate Chip Cookies	Drake Meat Farmer Sausage	SIAP Marke Wild Rice
6 - 7	Riverbend Stoon Jam/Spread	Bonny Garden Herb Popcorn	J & J Bak Chocolate Cookies
7 - 7:30	JLM Bannock Dutch Potato Farm Potato Dill Soup		Riverben Stoon Jar Spread Tortenha

Appendix E

Product Sales Quantities Requested and Received

Gramma Bep's Gourmet Foods

Product to be sold	Quantity Requested	Quantity Received
Saskatoon Sauce	96 jars	96 jars
Chokecherry Jelly	48 jars	24 jars
Rice Pilaf	48 pkgs	48 pkgs
Cranapple Jelly	48 jars	48 jars
Gift Baskets	7	7
Chokecherry Syrup	14 jars	14 jars

SIAP Marketing Co.

Product	Quantity Requested	Quantity Received
Bilingual Box	48 boxes	100 boxes
One pound polybags	48 bags	50 bags
Five pound pails	3 pails	3 pails

Bonny Garden

Product	Quantity Requested	Quantity Received
Parsley 50 gr pkg	10 pkgs	0 pkgs
Lemon Thyme 50 gr pkg	0 pkgs	24 pkgs
Dill 50 gr pkg	10 pkgs	12 pkgs
Basil 50 gr pkg	10 pkgs	12 pkgs
Oregano 50 gr pkg	10 pkgs	12 pkgs
Parsley 15 gr pkg	10 pkgs	48 pkgs
Dill 15 gr pkg	10 pkgs	48 pkgs
Basil 15 gr pkg	10 pkgs	24 pkgs
Oregano 15 gr pkg	10 pkgs	48 pkgs
Rosemary 15 gr pkg	10 pkgs	24 pkgs
Thyme 15 gr pkg	10 pkgs	24 pkgs
Lemon Thyme 15 gr pkg	10 pkgs	48 pkgs
Sage 15 gr pkg	10 pkgs	24 pkgs
Large Gift Baskets	0	8
Small Gift Baskets	0	11

The display rack you showed me in our office.

Drake Meats

Product	Quantity Requested	Quantity Received
Farmers Sausage - Regular	48 coils	50 coils
Farmers Sausage - Garlic	48 coils	50 coils
Smokies	48 coils	50 pkgs
Cheese filled smokies	48 coils	50 pkgs

Classic Promotions

Product	Quantity Requested	Quantity Received
4 jar crates	20	18
3 jar crates	20	20
Table Servers	20	20
150 g jars	48	120
Single mugs	48	0
45 g jars	0	70

JLM Foods

Product	Quantity Requested	Quantity Received
JLM Bannock mix packages	48 pkgs	50
JLM Bannock mix boxed	48 boxes	50
8 x 12 gift crate	6	6
Odd Sized Crate	0	2
10 x 15 gift crate	3	3

Riverbend

Product	Quantity Requested	Quantity Received
Single jars Jam	48 jars	132 jars
Single jars Topping	48 jars	72 jars
Gift Boxes # 14 (small)	20	20
Gift Baskets (small) #4	20	20
Gift Baskets (large) # 7	20	20

Torten Haus

Product	Quantity Requested	Quantity Received
Stollen Bread	50	37
German Christmas Cookies	20 dozen	20
Hutzel Brot	30	30
Fruit Cake	80	75
Individual Chocolates	560	690
Boxes of Chocolates (3 sizes)	95	95 (6 sizes)
Baskets of Chocolates	10	11

J & J Bakery

Product	Quantity Requested	Quantity Received
Chocolate Chip Cookies	6 packages of 12	6
Jelly Roll	6	6
Cinnamon Knots	6 packages of 6	4
Plain Buns	6 packages of 12	6
Rice Bread Loaves	6 loaves	6
Potato Bread Loaves	6 loaves	6

Gane Apiaries

Product	Quantity Requested	Quantity Received
Small baskets	15	10
Oval baskets	15	15
Wooden crates	15	15
Plates	5	6
Large baskets	5	5
Small Baskets with Fireweed Honey	0	5

Appendix F

Project Promotion

Showcase Saskatchewan... New at Agribition 1990

Showcase Saskatchewan offers insight into the food processing industry of Saskatchewan. This unique feature at Canadian Western Agribition will provide market development and research opportunities, increased awareness of Saskatchewan food products and increased visibility for Saskatchewan Food Processors.

The exhibit located in Queensbury Centre, Regina Exhibition Grounds, November 24 to 30, 1990, has lots to offer to Agribition visitors. If you are interested in assisting with product development, consumer preference testing is for you. We will be asking for consumer reaction to new products and doing some product comparisons.

For those with adventurous palates - stop by and sample a wide range of delectable, Saskatchewan food products. Taste jams and jellies, baked goods, processed meats, potato and wild rice dishes.

Take home a taste of Saskatchewan. Products available for purchase include jams, honey and honey spreads, jellies, baked goods, meat products, wild rice, dried herbs and unique gift packages for "those special people" on your Christmas list.

Showcase Saskatchewan, a project of Food Focus Saskatoon, Inc. is supported by Agriculture Development Fund; Canadian Agri-Food Development Initiative (Agriculture Canada) and private industry.

Showcase Saskatchewan participants are:

Classic Promotions
Drake Meat Processors
Dutch Potato Farm
Gane Apiaries
Gramma Bep's Gourmet Foods
J & J Specialty Bakery
JLM Foods Ltd.
Riverbend Plantation
SIAP Marketing Co. Inc.
The Bonny Garden
The Master's Food Products
The Torten Haus

For more information contact:

Judy Sakundiak
Food Focus Saskatoon, Inc.
1117 Broadway Avenue
Saskatoon, Saskatchewan
S7H 2A2
Telephone: (306) 664-8758
Fax: (306) 652-2691